FACT SHEET

Total Domestic and International visitation to the North Coast (spend, visitors and nights)

	SPEND $5.2 b up 14.4% YoY	VISITORS 15.3 m up 13.4% YoY	NIGHTS 28.5 m up 15.3% YoY

NSW North Coast received 43.8% of international visitors, 23.5% of domestic overnight visitors and 18.1% of domestic daytrip visitors to Regional NSW.

DOMESTIC OVERNIGHT VISITATION

- The North Coast is Regional NSW's number 1 region for domestic overnight visitors, nights and expenditure.

- There were 6.4 million domestic overnight visitors (up 12.2% on the previous year) who stayed 24.3 million nights (up 16.1%) in the North Coast and spent $3.9 billion (up 13.3%).

- The average length of stay in the region was 3.8 nights and average spend per night was $163.

- The region accounted for 23.5% of visitors, 27.7% of nights and 27.7% of expenditure in Regional NSW.

- The majority of visitors to the region came for the purpose of Holiday (49%), followed by Visiting Friends and Relatives (36%) and Business (11%).

- 21% of the domestic overnight visitors were aged 15-29 years, followed by 60-69 years old and 50-59 years old (18% each).

- 'Adult couple' (31%) was the most common travel party among visitors to the region, followed by 'unaccompanied traveller' (24%) and 'friends and relatives travelling together' (23%).

- Regional NSW was the largest source market for visitors to the region (37%), followed by Queensland (29%) and Sydney (25%). Visitors from interstate accounted for 38% of the region's visitors.

TREND
- From YE December 2014 to YE December 2019, domestic visitors, nights and expenditure in the region recorded the following changes: up 36.5%, up 34.5% and up 53.7%, respectively.

DOMESTIC DAY TRIP VISITATION

- The North Coast is Regional NSW's number 1 region for domestic day trip visitors and expenditure.

- There were 8.5 million domestic day trip visitors to the North Coast (up 14.7% on the previous year) who spent $961 million (up 18.9%). The average spend per visitor was $113.

- The region accounted for 18.1% of visitors and 18.5% of expenditure in Regional NSW.

- The majority of visitors to NSW came for the purpose of Holiday (49%), followed by Visiting Friends and Relatives (24%) and Business (12%).

- Visitors aged 15-29 years and 60-69 years accounted for 19% each of all day trippers to the region, followed by the 50-59 years old (18%) and 70+ years old (15%).

TREND
- From YE December 2014 to YE December 2019, domestic day trip visitors and expenditure in the region recorded the following changes: up 39.3% and up 61.1%, respectively.

FACT SHEET – Cont'd

INTERNATIONAL VISITATION

- The North Coast is Regional NSW's number 1 region for international visitors and nights, and number 2 for expenditure.

- There were 374,900 international visitors (up 5.5% on the previous year) who stayed 4.2 million nights (up 10.6%) in the North Coast and spent $265 million (up 15.1%).

- The average length of stay in the region was 11.1 nights and average spend per night was $63.

- The region accounted for 43.8% of visitors, 28.8% of visitor nights and 25.7% of expenditure in Regional NSW for YE December 2019.

- Holiday was the largest purpose of visit to the region (78%), followed by Visiting Friends and Relatives (19%).

- 47% of the visitors were aged 15-29 years, followed by 30-39 years old (14%), 50-59 years old and 60-69 years old (12% each).

- 'Unaccompanied traveller' (50%) was the most common travel party among visitors to the region, followed by 'adult couple' (24%), 'friends and relatives travelling together' (15%) and 'family groups with children' (10%).

- United Kingdom was the region's largest source market for visitors (18%), followed by Germany (11%) and New Zealand (10%).

TREND

- From YE December 2014 to YE December 2019, international visitors, nights and expenditure in the region recorded the following changes: up 39.7%, up 41.6% and up 58.9%, respectively.

The chart below relate to Visitors, Nights and Expenditure of International and Domestic visitors to the North Coast for YE December 2019.

Visitors to NSW North Coast (% share): International 2%, Domestic Overnight 42%, Domestic daytrip 56%

Nights to NSW North Coast (% share): International 15%, Domestic Overnight 85%

Expenditure to NSW North Coast (% share): International 5%, Domestic Overnight 76%, Domestic daytrip 19%

■ International   ■ Domestic Overnight   ■ Domestic daytrip